



LEROY D. BACA, SHERIFF

County of Los Angeles
Sheriff's Department Headquarters
4700 Ramona Boulevard
Monterey Park, California 91754-2169



June 1, 2010

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
Los Angeles, California 90012

Dear Supervisors:

**NOTIFICATION OF A NEGOTIATED AMENDMENT
TO A SUBSCRIPTION SERVICES AGREEMENT WITH NIXLE, LLC
TO PROVIDE WEB-BASED COMMUNITY INFORMATION SERVICES**

SUBJECT

This letter provides notification to your Board that the Los Angeles County Sheriff's Department (Department) has completed negotiations to amend a zero-cost subscription agreement with Nixle, LLC (Nixle) to provide web-based community information services to the Department's Headquarters Bureau.

BACKGROUND

There is a need for the Los Angeles County (County) agencies to be more effective in informing and communicating with its community residents. The purpose of this service is to provide the Department with a trusted and secure communication platform that enables government agencies to send geographically-targeted alerts and advisories to community resident subscribers. While many of the communication features provided by Nixle are similar to that of other commercially available social networking services like Twitter, it differs significantly in the following:

- Nixle's National Identity Certification Program ensures that all information sent by official agencies and representatives are authentic and trusted; and
- Community information and notification does not include advertising of any kind so as to preserve the integrity and value of public information.

A Tradition of Service

In the event of an emergency, this service can also be used to complement the County's "Alert LA" mass notification system.

FINANCING

Nixle provides all of the services described herein at zero cost to the County.

Nixle operates under a business model that collects revenues through sales of the licensing for its communication products to the private sector.

JUSTIFICATION FOR PROCEEDING

Nixle provides the only known secure and certified communication platform for location-based information specifically designed for emergency responders to communicate at neighborhood-level within geographically-targeted locations for distribution.

Although other zero-cost mass communication services are available via the internet, the Department's research indicates that the unique service features provided by Nixle are not matched by any other service provider currently available.

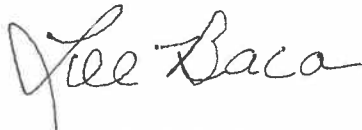
The service features include:

- Identity-certified authentication ensuring end-users receive trusted and accurate information;
- Secure server environments; servers operate within the International Justice and Public Safety Network, which is facilitated by the National Law Enforcement Telecommunications System (NLETS);
- Zero-cost to all participating law enforcement agencies and users;
- Immediate delivery of information in 'real-time' via text message, email, and web;
- An "opt in/opt out" for all users who register for Nixle services; the registered providers of information (e.g. the Department) are not required to manage the constant update of email addresses;
- No advertising;
- All utilities and features that other unsecured social network vehicles offer (e.g. Twitter, Facebook, etc.);
- A means for strategic, tactical, and fundamental communication delivery;

- Reduction of multiple entry of information; Nixle is capable of delivering to multiple platforms simultaneously providing wider means of delivering information;
- Ability to store previous broadcast alerts and/or historical information regarding the events via a searchable database;
- Immediate, credible, real-time information the community can rely on; direct and factual from the source; no waiting for the media to publish; not edited, re-written, or triaged by commercial media outlets;
- Information that is geographically relevant to the registered users' needs using pin-point geographic location per zip code;

Should additional information be required, your staff may contact Mona Whittouck, Contracts Manager, at (323) 526-5542.

Sincerely,

A handwritten signature in cursive script that reads "Leroy D. Baca". The signature is written in dark ink and is positioned above the printed name and title.

LEROY D. BACA
SHERIFF